

**HOLLYWOOD PROPERTY OWNERS ALLIANCE
BOARD OF DIRECTORS**

**Minutes
Thursday, March 20, 2014
W Hotel – Strategy Room**

Officers and Directors Present

John Tronson, President, Tronson Investment Group
Drew Planting, Treasurer, GPI
David Benavente, Shine America
Leslie Blumberg, The Fonda
Joseph D'Amore CRC Entertainment Inc.
Mark Echeverria, The Musso & Frank Grill
Michael Gargano, Argent Ventures, LLC
David Green, Nederlander Organization
Galo Medina, Comprehensive Financial Services,
Frank Stephan, Clarett West Development
Mark Stephenson, Hollywood United Methodist Church
Monica Yamada, CIM Group, Inc.

Absent

John Lyons, Vice President, Avalon Hollywood/Bardot
Jan Martin, Secretary, AMDA
Charlie Colletta, HEI, LLC.
Don Mushin, Toyota of Hollywood
Leron Gubler, Hollywood Chamber of Commerce

Consultants

Sarah Besley, Executive Director
Ginnie Gallo, Hollywood Property Owners Alliance
Kerry Morrison, Hollywood Property Owners Alliance
Joseph Mariani, Jr., Hollywood Property Owners Alliance
Devin Strecker, Hollywood Property Owners Alliance

Guests

Heather Carmichael, My Friends Place
Ken Coehlo, RBZ
Sheila Irani, Candidate
Jerry Johns, LAFD
Wally Knox, Candidate
Brett Kornblatt, Sheila Irani for City Council
Allie Merrick, CineCause
Rita Moreno, City of Los Angeles
Brad Parks, Cinecause
Steve Veres, Candidate
Clyde Wood, CIM

I. Call to Order

The meeting was called to order by Board President John Tronson at 4:15 p.m.

II. Open Forum

- Steve Veres introduced himself as a candidate for CD-4.
- Sheila Irani introduced herself as a candidate for CD-4.
- Wally Knox introduced himself as a candidate for CD-4.
- CIM Project - Clyde Wood and Monica Yamada spoke about the CIM Cherokee project located on the NE corner of Hollywood Boulevard and Cahuenga. This will be a 20,000 square foot structure, with the bottom floor dedicated strictly for retail. Most of the business currently located at this site will continue to be there. Above will be a multilevel, mid-priced hotel, i.e. Hyatt House, with larger than conventional rooms which will include a kitchen. The purpose is to encourage longer stays in the Hollywood area. A traffic study and an historical research study have already been completed.
- Rita Moreno spoke about the Mayor's Youth Employment initiative. This initiative's goal is to give the many unemployed 14 to 24 year olds a six (6) week opportunity to experience the workplace, many for the first time. Businesses have three (3) opportunities to become a part of this initiative – as a sponsor with a \$2,000.00 pledge; or with a \$2,000 pledge as well as hiring a City of LA youth; or to offer supervised work for a City of LA youth. For more information contact Ms. Moreno at (213) 744-9365.
- Heather Carmichael of My Friend's Place thanked the board for their support of her center, and distributed thank you cards to each board member.

III. Approval of Minutes

It was moved by Mark Echeverria, seconded by Drew Planting, and **CARRIED to approve the minutes from the Board's February 20, 2014 meeting. Unanimously approved.**

IV. Treasurer's Report – Drew Planting, Treasurer

A. Review updated Summary Report by Ken Coehlo, RBZ.

Ken Coehlo, Partner with RBZ, walked the board through a new approach to capturing essential financial information in the monthly report. A color-coded summary sheet was linked to the more detailed budget spread sheet that the board is traditionally viewing at each meeting. The summary sheet also compared revenue received by the BID at this time in 2014 as compared to same time last year. Projected year end cash on hand was reported at \$476,973, but that number will fluctuate each month.

Drew Planting suggested the Board look at the report format and call him with any questions, as an effort is underway to clarify the way in which this information is presented to the board.

It was moved by Mark Echeverria, seconded by Galo Medina and **CARRIED to approve the February 28, 2014 Treasurer's Report. Stephan abstained.**

V. Old Business

A. Report from BC BID Alliance by Kerry Morrison

Kerry Morrison reported on the effort to secure passage of a bill in Sacramento that would help to reduce the ambiguity on what constitutes general v. special benefit in property based business improvement districts. A letter to Speaker John Perez that would indicate support from the HPOA for AB 2618 was included in the packet.

It was moved by Drew Planting, seconded by Galo Medina and **CARRIED to approve the letter in support of AB 2618. Unanimously approved.**

VI. Committee and Activity Reports

A. Nominating Committee – David Green, Chair

Monica Yamada, member of the Nominating Committee, gave David Green's report regarding the seat vacated by Lynda Bybee, with term ending November 2014. The Committee reviewed several suggested candidates, both from the original pool from 2013, along with two new names that were presented for consideration. It was recommended that Chad Lewis, Klein Financial, representing 1600 Vine, fill the seat, and other potential candidates be encouraged to submit an application during the summer when the new slate is prepared.

It was moved by Monica Yamada, seconded by Galo Medina and **CARRIED to approve the election of Chad Lewis to fill the seat vacated by Lynda Bybee with a term ending November, 2014. Unanimously approved**

B. Marketing and Communications

1. Family Fun Blogger Tour – Devin Strecker

Haines & Co. has worked with BID staff to preliminarily schedule the next blogger tour for April 5, 2014, with two (2) tours scheduled: a morning tour from 10:00 a.m. to 1:00 p.m. going to El Capitan, Ghirardelli, Lucky Strike, etc. ; and an afternoon tour 1:00 to 3:00 p.m., visiting Ripley's, Guinness, Hollywood Toys & Costumes, AMDA Children's Theatre, and Lost & Found. The Food Blogger Tour is being postponed. Staff was advised that April 5 is also the day of the Hollywood Half Marathon.

2. Mapping Project – Devin Strecker

Haines & Co. coordinated the creation of a "base map" which layers can be added to, in order to illustrate various scenarios. Staff can modify by adding new business, trends, statistics, etc. The map is scalable so it can be enlarged for poster-size (or larger) printing.

3. Working on new logos – Devin Strecker

Haines & Co. is working on "Only in Hollywood" and HED logos with the Marketing Committee; both should be ready for next Board meeting. New photos of Hollywood were taken by Gary Leonard for the new website as part of the Hollywood Photo Bank.

4. Strategic Initiatives – Joe Mariani

Mariani presented to the board a quarterly report which highlighted findings and activities he had participated in during the past three months. Mariani noted that Hollywood is continuing to see significant growth in the residential market with another 4,000 units anticipated in the coming years. On the Office front, Hollywood post the 4th lowest total in office square footage. However, rates in Hollywood are mostly competitive or below other areas in LA. With significant office projects such as Kilroy's Columbia Square in the works, Mariani said that Hollywood is poised to become a "great neighborhood." Over the next quarter he hopes to continue to work with the marketing committee on communication initiatives to let others know about the Hollywood real estate story and meet with individuals and stakeholders in the area to find ways the BID can continue to promote the positive momentum in the area.

C. Security

1. Alcohol Sales Moratorium – Kerry Morrison

A special task force has been created within the Security Committee to look at the issue of chronic offenders/ public inebriation in the BID. One strategy has involved talking to stores that sell cheap

liquor regarding a no sale moratorium for one (1) month – April 1 through 30, 2014. Ms. Morrison brought samples of the offending liquors – one (1) large beer that sells for \$1.99 at 7-11 and small-flask vodkas that sell for between \$2.65 and \$3.60. In addition to looking at point of sale, they are also examining the issue of tourists giving money to panhandlers who then use that money for alcohol. Some thoughts would be to include signs in hotels and restaurants encouraging guests to give to agencies assisting the homeless rather than to those on the streets.

D. Streetscape and Planning – Mark Echeverria/Sarah Besley

1. BID Maintenance Contract – Mark Echeverria

After a five-month competitive bidding process, the Selection Committee is recommending that the Board authorize staff to exclusively negotiate a contract with Clean Street for the term ending December 31, 2018, NTE \$1,022,000 annually. The compensation is the same as the current year and includes the option for the Board to apply a CPI as needed each year.

It was moved by Monica Yamada, seconded by Galo Medina, and **CARRIED to authorize the staff to negotiate a service agreement with Clean Street beginning May 1, 2014 and ending December 31, 2018, NTE \$1,022,000 annually.**

2. Community Plan Update – Sarah Besley

A copy of a Q & A prepared by HPOA Staff was distributed to the Board. Besley reported that barring any surprise changes, the package of actions that would rescind the 2012 Plan and reinstate the 1988 Plan will go to PLUM next Tuesday and then go to full Council on April 2nd. The 1988 Plan will go into effect immediately after the vote. City staff estimates that it will be about two years before the 2012 Plan is in effect.

3. Carr Settlement – Sarah Besley

Besley reported that all parties are nearing a settlement. Jeff Briggs has given authorization to our attorney to sign an agreement, however we are expecting that multiple versions will be circulated to all parties before an agreement is reached.

VII. Staff Report

A. Coro Fellow – Kerry Morrison

Morrison mentioned that she is retaining the research help of a Coro Fellow for five weeks to help with two projects. One will be to research music/cultural festivals across the country; origins, governing structure (private or non-profit), expenses, sponsorships, etc. A second is to help organize the property stakeholders in the “Hollywood Gateway” section of the BID (101 freeway to Gower) and to conduct a walking tour of that micro-neighborhood. The cost for the internship is coming from the temporary help budget.

B. Hollywood Bike Plan – Sarah Besley

Returning to the 2010 Bike Plan with bicycle lanes designated to be implanted throughout the city. Streets being considered are Hollywood, Vine, Santa Monica, Yucca, Selma, etc. Outreach meetings will be held. Besley will notify Board when meetings have been scheduled.

C. Central Hollywood Council Election – Kerry Morrison

Morrison advised the board that there is a voter registration form in their packet for the Central Hollywood Neighborhood Council. To be a qualified stakeholder one must either own property, have a business, live or have some bonafide involvement within that District. Five seats will be up for election.

D. 2014 Strategic Planning Meeting Ideas – Kerry Morrison

Morrison said she is beginning to think about a worthwhile approach to a retreat for the board this year. The board has a history now of going into the field and exploring first-hand the issues. A couple of thoughts she had: despite the fact that there seem to be less nightclubs now than perhaps three years ago, it would be good for a subset of the board (perhaps those that didn't go on the midnight retreat last year) to go out from midnight to 3 a.m. this year. A second group could possibly fly to San Francisco to meet with city officials, where great strides have been made to create a 30-year plan for seismic safety and resiliency. Drew Planting suggested that a luncheon be held for some of the major stakeholders in Hollywood to bring their issues, needs and concerns to the table.

X. Next Meeting: The next meeting is scheduled for April 17, 2014.

XI. Adjournment: The meeting was adjourned at 6:00 p.m.